

DATE: December 11, 2009

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Simple Foods, Inc Recall

SUGGESTED

ACTION: Unclassified Recall; Undeclared Milk Allergen in Carob Cups, Carob Squares and Carob Rice Cakes; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the products being recalled were distributed in the State of Indiana. The recall was initiated after it was discovered that product containing dairy (traces of milk) was distributed in packaging that did not reveal the presence of dairy (traces of milk). Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Simple Foods, Inc. - Undeclared allergen (milk)

Company Contact:
716-743-8850

FOR IMMEDIATE RELEASE - December 11, 2009 - Simple Foods, Inc. ISSUES ALLERGY ALERT ON UNDECLARED DAIRY (traces of milk) IN Carob Peanut Butter Cups, Carob Almond Butter Cups, Carob Mint Crème Cups, Pre-packaged Carob Brown Rice Crunch, Pre-packaged Carob Peanut Butter Squares, Pre-packaged Crispy Carob Peanut Butter Squares, Pre-Packaged Carob Coated Rice Cakes, Pre-packaged Carob Mint Coated Rice Cakes, and Pre-packaged Carob Almond Butter Coated Rice Cakes.

Simple Foods, Inc. of Tonawanda, NY is recalling Pre-packaged varieties of Carob Cups, Carob Squares and Carob Rice Cakes, because they may contain undeclared traces of milk. People who have an allergy or severe sensitivity to milk run the risk of serious or life-threatening allergic reaction if they consume these products.

Carob Peanut Butter Cups, Carob Almond Butter Cups, Carob Mint Crème Cups, Pre-packaged Carob Brown Rice Crunch, Pre-packaged Carob Peanut Butter Squares, Pre-packaged Crispy Carob Peanut Butter Squares, Pre-Packaged Carob Coated Rice Cakes, Pre-packaged Carob Coated Mint Rice Cakes, and Pre-packaged Carob Almond Butter Coated Rice Cakes were distributed to local retail health food stores and food co-ops in the following states: California, Connecticut, Colorado, Delaware, Florida, Georgia, Indiana, Illinois, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, Virginia, Washington D.C., and Wisconsin.

Each recalled product can be identified through the UPC Code as well as the individual package weight:

- 1 ounce Carob Peanut Butter Cups 36664 00200,
- 1 ounce Carob Almond Butter Cups 36664 0201
- 1 ounce Carob Mint Crème Cup 36664 0202
- 1.6 ounce Carob Brown Rice Crunch 36664 00300
- 1.6 ounce Carob Peanut Butter Squares 36664 00301
- 1.6 ounce Crispy Carob Peanut Butter Squares 3664 00303
- 6.5 ounce Carob Coated Rice Cakes 36664 00400
- 6.5 ounce Carob Mint Coated Rice Cakes 3664 00401
- 6.5 ounce Carob Almond Butter Coated Rice Cakes 3664 00402.

There has been ONE allergic reaction reported that is waiting to be confirmed as of today's date.

"The recall was initiated after it was discovered that product containing dairy (traces of milk) was distributed in packaging that did not reveal the presence of dairy (traces of milk). Subsequent investigation indicates the problem was caused by the supplier of carob confectionery coating using machinery that is also used to process materials that may contain milk."

Consumers with a milk allergy who have purchased Carob Peanut Butter Cups, Carob Almond Butter Cups, Carob Mint Crème Cups, Pre-packaged Carob Brown Rice Crunch, Pre-packaged Carob Peanut Butter Squares, Pre-packaged Crispy Carob Peanut Butter Squares, Pre-Packaged Carob Coated Rice Cakes, Pre-packaged Carob Mint Coated Rice Cakes, and Pre-packaged Carob Almond Butter Coated Rice Cakes may return it to the place of purchase for a full refund. Consumers with questions may contact Simple Foods, Inc. at (716) 743 – 8850.

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